



WTIC-TV

## ORDER

Print Date 11/01/12

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Flight Dates 11/05/12-11/06/12

Contract / Revision 398874 /

Original Date / Revision  
11/01/12 11/01/12

Advertiser Murphy/D/Sen/CT

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.  
Suite 670  
Fairfax, VA 22030Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

## Product

CHRIS MURPHY FOR SEN

Agency Com 15%

Billing Contact

11350 Random Hills Rd.  
Suite 670  
Fairfax, VA 22030

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

## Estimate #

Alt Order # 06377803

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Order Share 15% Market Value 40333

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	40%	16133
4WVIT	15%	6050
5WTNH	30%	12100
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	17	\$5,142.50	\$6,050.00	0.00	10/29/12	11/06/12	17	\$5,142.50	\$6,050.00
Totals	17	\$5,142.50	\$6,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	11/05/12	11/06/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MT-----	:30	2	\$275.00	01	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	MT-----		2		\$275.00		0.00					
E 2	61	11/05/12	11/06/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MT-----	:30	2	\$275.00	01	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	MT-----		2		\$275.00		0.00					
E 3	61	11/05/12	11/06/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MT-----	:30	2	\$175.00	01	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	MT-----		2		\$175.00		0.00					
E 4	61	11/05/12	11/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$300.00	01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	1-----		1		\$300.00		0.00					
E 5	61	11/05/12	11/05/12		CM	10p-11p	1-----	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00



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Contract / Revision **398874** Flight Dates **11/05/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/01/12

Order Sep 00:15:00

Advertiser **Murphy/D/Sen/CT**Product **CHRIS MURPHY FOR SEN** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F News at Ten News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$1,400.00		0.00			
E 6	61	11/05/12	11/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$375.00		0.00			
E 7	61	11/05/12	11/05/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	1-----	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$175.00		0.00			
E 8	61	11/05/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	1-----	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$175.00		0.00			
E 9	61	11/05/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$200.00		0.00			
E 10	61	11/05/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$200.00		0.00			
E 11	61	11/05/12	11/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$200.00		0.00			
E 12	61	11/05/12	11/05/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1-----	:30	1	\$600.00	01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$600.00		0.00			
E 13	61	11/05/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$800.00	01	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$800.00		0.00			
N 14	61	11/06/12	11/06/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- 1-----	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	- 1-----					1	\$175.00		0.00			
													Totals	17	\$6,050.00